

WHAT IS CLAIMED IS:

1. A shelf for a display device for at least one modular merchandise unit having a substantially flat base comprising:

(a) at least two spaced-apart walls defining a channel between said walls; and

(b) at least one support disposed in said channel for receiving the base of the merchandise unit;

wherein said support has a rearward portion elevated at a first angle, a substantially horizontal forward portion, and an intermediate portion connecting said rearward and forward portions elevated at a second angle greater than said first angle so that the merchandise unit when placed on the rearward portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.

2. The shelf according to claim 1 wherein said support comprises at least two spaced-apart members, each member

connected to a portion of a respective wall on opposite sides of said channel.

3. The shelf according to claim 1 further comprising:

(a) a plurality of adjacently-spaced walls including first and second outer walls and at least one inner wall, said plurality of walls defining at least two channels between adjacent ones of said plurality of walls;

(b) a plurality of supports, each of said supports connecting lower portions of adjacent ones of said plurality of walls; and

(c) a connector connected to forward portions of said first and second outer walls.

4. The shelf according to claim 1 wherein said support floor has an underside comprising a retainer for holding modular merchandise units placed below said shelf.

5. The shelf according to claim 1 wherein said first angle is between 10° and 25° and said second angle is between 35° and 45° .

6. The shelf according to claim 1 wherein said first angle is approximately 21° , said second angle is approximately 41° , and said substantially horizontal forward portion is elevated at an angle of approximately 2° .

7. The shelf according to claim 1 wherein each of said walls has a guide portion extending inwardly toward the channel for engaging side portions of the modular merchandise unit and guiding the unit during descent from the rearward portion of said support to the forward portion of said support.

8. A display device for at least one modular merchandise unit having a substantially flat base, comprising:

(a) a housing comprising at least one open face; and

(b) at least one shelf supported in said housing comprising at least two spaced-apart parallel walls defining a channel between said walls and at least one support disposed in said channel for receiving the base of the merchandise unit;

wherein support has a rearward portion, a substantially horizontal forward portion, and an intermediate portion connecting said rearward and forward portions elevated at a second angle greater than said first angle so that the merchandise unit when placed on the rearward portion of said support will descend by gravity to the forward portion of said support for access to the unit in a selected presentation position.

9. The display device according to claim 8 wherein said support comprises at least two spaced-apart members, each member connected to a portion of a respective wall on opposite sides of said channel.

10. The display device according to claim 8 wherein said at least one shelf comprises:

(a) a plurality of adjacently-spaced walls including first and second outer walls and at least one inner wall, said plurality of walls defining at least two channels between adjacent ones of said plurality of walls;

(b) a plurality of supports, each of said supports connecting lower portions of adjacent ones of said plurality of walls; and

(c) a connector connected to the forward portions of said first and second outer walls.

11. The display device according to claim 8 further comprising a plurality of vertically-spaced shelves mounted in said housing, the support of at least one of said plurality of said shelves having an underside comprising a retainer for holding modular merchandise units placed on a vertically-adjacent shelf below said support.

12. The display device according to claim 8 wherein said first angle is between 10° and 25° and said second angle is between 35° and 45°.

13. The display device according to claim 8 wherein said first angle is approximately 21° , said second angle is approximately 41° , and said substantially horizontal forward portion is elevated at an angle of approximately 2° .

14. The display device according to claim 8 wherein each of said walls has a guide portion extending inwardly toward the channel for engaging side portions of the modular merchandise unit and guiding the unit during descent from the rearward portion of said support to the forward portion of said support.